



MEDIA RELEASE

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Industrial Fabrication Inc. Rebrands Market-Leading Line of Utility Vehicles to KOVATERA™

FOR IMMEDIATE RELEASE

Lively, Ontario, Canada – September 27, 2019

As part of an aggressive business strategy to grow domestic and international sales, Industrial Fabrication Inc. of Lively, Ontario, Canada has launched a new brand for its' line of underground mine utility vehicles.

Formerly marketed under the MINECAT brand the company has undertaken an extensive rebranding exercise to better reflect the company's business strategy and entry into new markets. Moving forward the company and its product lines will be marketed under the brand name KOVATERA™. The company is a recognized leader in purpose-built utility vehicles made for the rigours of underground mining.

"We have had great success in developing and marketing our product lines domestically here in Canada. The MINECAT brand has developed into a very respectable brand for our space in the Canadian underground mining industry. Additional to providing ongoing support to our domestic customer base, we are now focussing on expanding our footprint into new markets such as Australia, Mexico, South America, Europe and Eurasia," explains Will Gove, Kovatera's General Manager. "Given our global expansion strategy, new product development and the starting of a new lean manufacturing production line this past January, our management team felt it was time to refresh our brand to reflect these initiatives. After an extensive branding exercise, we have landed on a new name that we believe reflects the products we build and is more distinctive for the markets we are expanding into," adds Gove.

The new name reflects the mandate of the company to produce industry-leading mine utility vehicles into one word. "Our rebranding process and research confirmed that our engineering and manufacturing point-of-difference since the company's founding, is that we have just one mission: engineer and manufacture small footprint mine utility vehicles from the ground up, purpose-built to be the toughest, most reliable and lowest total cost of ownership machines in the category.

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“Kovatera is a coined word that is made up of two roots: ‘Kova’ a derivative of the Finnish word for ‘tough’ reflecting both the ownership’s ethnic background and our mission to be the most reliable machine in the marketplace. ‘Tera’ is an abbreviated form of the Latin word for ‘Earth’ (terra). Combined, the name Kovatera reflects both our mission and the extreme environments we operate in,” explains Gove of the new brand.

The company’s plans for expansion go beyond geography and new markets. Now in the final engineering and testing phase, the company will be rolling-out a line of electric-powered vehicles, with the same purpose-built, reliable and cost-effective characteristics as their diesel counterparts.

“An important part of our future growth will be in the supply of alternate energy powered equipment to a marketplace that is increasingly interested in the benefits that these new power sources bring. Currently electric-battery powered vehicles are servicing this demand. In the future there may be other forms of energy that come into play. It is Kovatera’s mission to meet this market demand. We will not, however, ever compromise our promise to customers that our machines will be purpose-built to meet the heavy duty cycle and tough operating environment of underground mines, while at the same time offering versatility, low cost of ownership and maximize machine uptime,” stated Kovatera’s General Manager.

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Media Contact:
Will Gove, General Manager, Kovatera

About Kovatera:
Kovatera is a privately owned Canadian corporation located in Sudbury, Ontario, the hub of underground mining in Canada. Kovatera designs and manufactures multipurpose mining utility vehicles that are proven to increase safety and productivity. Our focus on after sales service and support ensures total customer satisfaction. Our on-site engineering department works closely with our customers as a solution partner and we are committed to continuous product improvement to help our customers increase their bottom line.

For more information please visit kovatera.com

Note for invoicing and purchases orders we will still be using the corporate company name of Industrial Fabrication Inc.